



There must be a reason

For BOB JONES COLLEGE

A series of advertisements has suggested that there must be a reason why Bob Jones College:

Under war conditions had an increased enrollment last year of more than twenty per cent!

Dormitory students came an average distance of 760 miles to attend this institution last year!

Attracts such a large percentage of talented students!

Graduates manifest poise, culture, and leadership in whatever business or profession they are found!

In 1943 had on its campus ten more buildings than in 1933!

Students have the reputation of being the "happiest young people in the world"!

Students recognize and choose the best!

THERE MUST BE A REASON FOR THE INSTITUTION ITSELF

No college without individuality has a right to exist. Bob Jones College has been called America's most unusual institution.

CO-EDUCATIONAL

ORTHODOX

INTERDENOMINATIONAL

CHRISTIAN

High School—Liberal Arts College—Graduate Schools of Religion and Fine Arts

FALL TERM BEGINS SEPTEMBER 7

For information address Dr. Bob Jones, Jr., Bob Jones College
Cleveland, Tennessee